

<b>LIST OF REFERENCES CITED BY APPLICANT</b> (Use separate sheet, if necessary)	ATTY. DOCKET NO.	SERIAL NO.
	604.10-US1	09/980528
	APPLICANT	
	Herring et al.	
	FILING DATE	GROUP
	November 14, 2001	Not Yet Assigned <b>3691</b>

# U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
BKS	AA	5,319,455	06/07/94	System for Distributing Customized Commercials to Television Viewers	348	7	12/23/92
	BB	5,412,416	05/02/95	Video Media Distribution Network Apparatus and Method	348	10	08/07/92
	CC	5,446,919	08/29/95	Communication System and Method with Demographically or Psychographically Defined Audiences	455	6.2	10/09/91
	DD	5,661,516	08/26/97	System and Method for Selectively Distributing Commercial Messages Over a Communications Network	348	8	02/16/96
	EE	5,717,923	02/10/98	Method and Apparatus for Dynamically Customizing Electronic Information to Individual End Users	395	613	11/3/94
	FF	5,918,014	06/29/99	Automated Collaborative Filtered in World Wide Web Advertising	395	200.49	12/26/96
BKS	GG	5,933,811	08/03/99	System and Method for Delivering Customized Advertisements within Interactive Communication Systems	705	14	08/20/96
	HH						
	II						

# FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	JJ							
	KK							
	LL							
	MM							

# OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	NN	
/Bijendra K Shrestha/		DATE CONSIDERED 11/27/2006

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.